

DTV Transition Campaign-Phase Two
"Future Is Here"
:30 sec.
NAB3-FUTU-30-ENG-ST
English-CC

Animation Background With THE FUTURE IS HERE....
Spokesperson Holding DTV Converter RIGHT HERE IN THIS BOX...
BECAUSE THIS BOX HAS THE
POWER,

Close Up Of DTV Converter Box THE POWER TO CONVERT YOUR
(Disclaimer: TV sets with ATSC digital tuners, satellite, cable
or telco connections make this converter box unnecessary) ANTENNA TV INTO DTV.....
CU Spokesperson DIGITAL TELEVISION.....

Pan of DTV Coupon AND NOW THIS BIG
DISCOUNT Dissolve To DTV Converter Box COUPON MAKES THE
DTV
CONVERTER BOX
AFFORDABLE.....

Animation Graphic pulls to MAKE SURE YOUR TV IS
DTV BEFORE Spokesperson with Graphic FEBRUARY 2009;
OR ALL YOU'LL SEE
IS...(Static Sound).....
(Graphic: FEBRUARY 2009)

Close Up of Spokesperson LEARN MORE ABOUT THE
CONVERTER BOX
AND COUPON.....
(Disclaimer: The DTV transition will not affect
(low power television stations)
Spokesperson With Graphic CALL 888-DTV-2009, OR GO TO
(Graphic: 1-888-DTV-2009) DTV2009.GOV
(Graphic: DTV2009.gov) ###

K13MN DIGITAL TRANSITION PSA SCHEDULE – 1ST QUARTER 2008

30-second announcements aired:

	3/23/08	9:58A 9:24P
	3/24/08	7:24A 4:48P 11:59P
	3/25/08	5:28A 11:51P
	3/26/08	7:21A 3:32P 5:28P
	3/29/08	1:28P 3:57P
	3/30/08	9:58A 7:20P
	3/31/08	8:07:45A 4:18:30P 11:12:30P
3/15/08	8:21P 11:19A	
3/16/08	9:58A 10:28A	
3/17/08	5:28:A 4:44P 11:48P	
3/18/08P	7:58A 4:24P 11:59P	

3/19/08 5:28A
 12:14P
 11:48P

3/22/08 11:28A

K13MN DIGITAL TRANSITION CRAWLS – 1ST QUARTER 2008

The following 60-second Digital Transition Crawl aired three times:

Full power analog broadcasts will end on 2/17/09 and analog-only televisions may lose the signal being viewed unless the viewer takes action. Over-the-air viewing on analog only televisions will require the use of a converter box. Analog television sets should continue to work for reception of broadcasts from cable and satellite providers and with gaming consoles, VCRs, DVD players and similar products. For more information, call KGAN at 319-395-9060, 1-888-DTV-2009 or go to DTV2009.GOV.

Times of airing were:

3/31/08 4:01:00P
 5:00:30P
 6:30:30P